



**City of
Santa Clara**
The Center of What's Possible

SANTA CLARA ART & WINE FESTIVAL

SPONSORSHIPS

2019

FOLLOW US ON FACEBOOK

Never miss an event.

Find us at facebook.com/santaclaraparksandrec

CONTACT US

For general inquiries,
write to prcustomerserve@santaclaraca.gov

SPONSORS

To inquire about advertising, exhibitor space, or
sponsorships, connect with
prcustomerserve@santaclaraca.gov



About Santa Clara Parks & Recreation

Located in Santa Clara County at the southern tip of San Francisco Bay, about 45 miles south of San Francisco, Santa Clara is a strategic regional hub, convenient to freeways, airports, railroads, expressways, light rail and other public transportation. With 19.3 square miles of tree-lined neighborhoods, thriving commercial and industrial centers, and 300 days of sunshine each year, it is an ideal location for individuals, families, businesses and special events.

The Parks & Recreation Department's mission is to support a vibrant, active quality of life for all ages, abilities and interest of the Santa Clara community through excellent parks and recreational facilities, community services, programs and events.

In 2019, the Parks & Recreation Department will host over 20 city wide special events attracting approximately 115,000 community members and families.



ART & WINE FESTIVAL

Saturday, September 14, 2019

10:00 am - 6:00 pm

Sunday, September 15, 2019

10:00 am - 5:00 pm

Located in picturesque Santa Clara Central Park, 969 Kiely Boulevard, Santa Clara, CA 95051

EVENT INFO

100%

of the proceeds go
to local charities

Attendance:

50,000

All America City

Designated in 2001 as an All-American City due to the successful resolution of community issues through the collaborative effort of local business, government and nonprofit organizations.

Publicity:
television
radio

newspaper
social media
city publications

Features:

Entertainment

Three stages and thirty seven professional and community performances keep spirits up and get the crowds dancing throughout the festival.

Food Alley

Prepared, cooked, and sold by local non-profits. Food Alley exclusively features community groups.

Arts & Crafts

Over 160 regional artisans line the paths of Central Park to showcase and sell their handcrafted items, including jewelry, woodworking, ceramics, and more.

Beer & Wine Garden

55-inch screens in a shaded area while enjoying local wines and brews make the Beer & Wine Garden a favorite and popular space during the festival. In 2018, the festival featured over 12 local wineries and breweries.

Kids Kingdom

Carnival rides, kids entertainment, yummy food, and fire trucks keep the kids happy at the festival. Kids Kingdom is split from the rest of the festival, making it a fun and youthful adventure playground.

Toddler Town

Unique to the Santa Clara Art & Wine Festival, Toddler Town is a separate, age appropriate area for the festivals youngest attendees.

Sponsorship Opportunities

We will customize a sponsorship package to fit your needs and budget. The Art & Wine Festival has a variety of opportunities and brand placement options.

Presenting Sponsor

As Presenting Sponsor, you will receive:

- Exclusive recognition as the Presenting Sponsor in Art & Wine Festival media releases, print and radio advertisements
- Logo integrated below all Art & Wine Festival promotional material
- Space for four 3'x9' hanging banners throughout the Festival, provided by Sponsor
- Logo on Festival street banners (Posted along El Camino Real, Kiely Boulevard, Live Oak Park & Larry J. Marsalli Park)
- Promotional announcements throughout the Festival from the entertainment stages
- Two 10'x10' spaces in a high traffic festival location
- Structured booth, chairs and tables provided on both days of the festival
- Logo on Art & Wine Festival Website
- Designated private hospitality area (catered breakfast & lunch)

Number of Available Sponsorships: 1
Sponsorship Cost: \$20,000
Promotional Value: \$65,000

Stage Sponsor

The Art & Wine Festival has three entertainment stages, Main Stage, Community Stage, and Kids Kingdom Stage. Each stage attracts a different audience and attendance number. There are only three Stage Sponsor opportunities. As a Stage Sponsor, you will receive:

- 10'x10' space, table, and two chairs next to one of three festival stages
- Space for one 3'x9' banner hanging behind stage throughout the festival, provided by Sponsor
- Logo on Art & Wine Festival Program & Website
- Company mention in radio advertising (Mix106, Bay FM 94.5, KRTY 95.3, Alice 97.3)
- Promotional announcements throughout the Festival from the entertainment stages
- Access to hospitality (catered breakfast & lunch)

Number of Available Sponsorships: 3

Sponsorship Cost: \$5,000

Promotional Value: \$13,250

Food Alley Sponsor

As Food Alley Sponsor you will receive:

- 10'x10' space, table, and two chairs next to Food Alley
- Placement of logo on two 3'x9' banners, marking the Food Alley entry gates
- Logo on Art & Wine Festival Program & Website
- Company mention in radio advertising (Mix106, Bay FM 94.5, KRTY 95.3, Alice 97.3)
- Promotional announcements throughout the Festival from the entertainment stages
- Access to hospitality (catered breakfast & lunch)

Number of Available Sponsorships: 1

Sponsorship Cost: \$5,000

Promotional Value: \$13,250

Sponsorship Opportunities, Cont'd

Exhibitor

As an exhibitor, you will receive:

- 10'x10' space in a high traffic location
- Logo on Art & Wine Festival Website
- Access to hospitality (catered breakfast & lunch)
- Choice of Main Festival (around the lake) or Kids Kingdom placement (while spaces last - first come-first served)
- *Please note, exhibitors are not able to conduct any direct sales at their booth*

Number of Available Exhibitors: 30

Sponsorship Cost: \$1,500

Promotional Value: \$4,500

Toddler Town Sponsor

As Toddler Town Sponsor, you will host and staff four interactive arts & crafts activities throughout the Festival in the toddler dedicated area. In return for the sponsorship, you will receive:

- 10'x10' space in a high traffic location
- Logo on Art & Wine Festival Website
- Access to hospitality (catered breakfast & lunch)

Number of Available Sponsorships: 1

Sponsorship Cost: In-Kind

Promotional Value: \$4,500



Non-Profit Exhibitor

As an non-profit exhibitor, you will receive:

- 10'x10' space in a high traffic location
- Logo on Art & Wine Festival Website
- Access to hospitality (catered breakfast & lunch)

Number of Available Sponsorships: 5

Sponsorship Cost: \$500

Promotional Value: \$4,500



City of Santa Clara

The Center of What's Possible

2019 Art & Wine Festival Sponsorship Application

Company Name: _____

Main Contact: _____

Phone Number: _____ **Email:** _____

Street Address: _____

City, State, Zip Code: _____

Please indicate which sponsorship you would like to purchase:

____ Presenting Sponsor (\$20,000)

____ Stage Sponsor (\$5,000)

____ Main Stage

____ Community Stage

____ Kids Stage

____ Food Alley Sponsor (\$5,000)

____ Exhibitor (\$1,500)

Placement:

____ Around the Lake

____ Kids Kingdom

____ Toddler Town Sponsor (In-Kind)

____ Non-Profit Exhibitor (\$500)

Placement:

____ Around the Lake

____ Kids Kingdom

Describe what will be promoted/distributed at your booth:

Sponsorship Add-Ons:

_____ Ad in the Art & Wine Program Guide (65,000 copies distributed)

_____ $\frac{1}{32}$ Page (\$125)

_____ $\frac{1}{4}$ Page (\$425)

_____ Full Page (\$1,500)

_____ Banner (provided by Sponsor - posted on bridges within the Festival) - \$250

_____ Booth Structure Rental (10x10 Steel Frame, Top, 3 half sides, full back, and a ledge) - \$345

_____ Power Source (One 20amp 120v Power Circuit) - \$50

Total Sponsorship Fee: _____

I prefer to pay the sponsorship fee by:

_____ Check

_____ Credit Card

_____ Cash

**All proceeds from the Santa Clara Art & Wine Festival will be donated to local non-profits.*

Festival FAQs & Conditions

New Sponsorship Packages

Sponsorship packages for the 2019 Art & Wine Festival are different from previous years. Please see the sponsorship package elements on pages 5-8.

Participation

Sponsorships and booth placement are first come, first served. A Sponsor's request to participate in the Festival is considered tentative until payment is received. The Festival is held outdoors in Central Park, therefore booth locations are not guaranteed to be located on level surfaces. Please be prepared to accommodate uneven, sloped ground on grass, dirt, asphalt, or concrete surfaces. Electricity is not readily available in the park. Sponsors are not permitted to bring their own generators into the event.

Exclusivity

It is probable that companies offering similar products or services will participate in the event. Their booths may be located near or next to one another. Exclusivity is not offered and should not be expected.

Non-Profit Organization Exhibitors

To qualify for the non-profit exhibitor package, your organization must be a registered 501c3 organization, based within the City of Santa Clara that specifically serves City of Santa Clara residents. Written proof of these qualifications must be submitted with the application to qualify for the non-profit rate.

Payment

When we receive your application, we will tentatively reserve a space for you (if available) in the Festival. You will be sent an invoice once your application is received and availability is confirmed. Your payment will be due within 30 days of the date of your invoice. Payment may be made in the form of cash, check or credit card. Checks are payable to “City of Santa Clara”.

Set-Up & Take-Down

Sponsors may set up their booths on Friday afternoon or Saturday morning. Private vehicles are not allowed in the park. All materials must be hand carried to your booth. Handcarts are not available. Booths must be staffed and operational from 10:00am-6:00pm Saturday & 10:00am-5:00pm Sunday. Overnight security is provided within Central Park on Friday night and Saturday night. Items left in the park are the responsibility of the Sponsor.

Subleasing or Transferring Your Booth

Only the company listed on the application may participate in the Festival. Franchises must apply to participate separately. It is not permissible to display, promote, or distribute products or literature for any company, organization, or individual other than the one listed on the application. It is not permissible for a sponsor to sell, trade, transfer, share, or giveaway the opportunity to participate in the Festival.

Sampling & Promotional Opportunities

Promotional opportunities are to be made within the confines of your physical booth structure. It is not permissible to promote or distribute material in any other area of the Festival, including the space directly in front of your booth. Tables, chairs, displays must be set up inside your booth - banners, signs, decorations must be affixed to your booth and confined to your 10’x10’ space. Small food sample requests will be may be considered on a case by case basis. Additional permitting & fees may be required for small food samples. Please note in your booth description if you would like to distribute food samples. Balloons are not permitted in Central Park.

Pets

By City ordinance, pets are not allowed in the Festival.

I have fully read the sponsorship descriptions and understand the conditions of participation.

_____ Initial _____ Date

(PLEASE SEE THE NEXT PAGE, WHERE A SIGNATURE IS REQUIRED)

RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT

In consideration of the acceptance by the City of the application for entry into activities listed on the application form above this agreement, I hereby waive, release and discharge any and all claims for damages for death, personal injury, or property damage which I may have, or which may hereafter accrue to me as a result of my participation in said activities. This release Agreement is intended to discharge in advance the City of Santa Clara, its City Council, officers, agents, and employees, the Santa Clara Unified School District, its School Board, officers, agents and employees from and against any and all liability arising out of or connected with my participation in said activities and entry to and use of any facilities or equipment, even though that liability may arise out of NEGLIGENCE or CARELESSNESS, on the part of the persons or entities mentioned above.

I HAVE READ THE DESCRIPTION OF THE ACTIVITY FOR WHICH I HAVE APPLIED, AND I AM AWARE THAT THESE ACTIVITIES MAY SUBJECT ME TO PHYSICAL RISKS AND DANGERS. NEVERTHELESS, I VOLUNTARILY AGREE TO ASSUME ANY AND ALL RISKS OF INJURY OR DEATH, AND TO RELEASE, DISCHARGE, AND HOLD HARMLESS ALL OF THE ENTITIES OR PERSONS MENTIONED ABOVE WHO, THROUGH NEGLIGENCE OR CARELESSNESS, MIGHT OTHERWISE BE LIABLE TO ME, OR MY HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE OR ASSIGNS.

It is understood and agreed that this waiver, release, and assumption of risk is to be binding on my HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE and ASSIGNS and is intended to be as broad and inclusive as is permitted by the laws of the State of California and that if any portion of this Agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Signature: _____ **Date:** _____

Printed Name: _____

Please complete all pages of this application and return to Art & Wine Sponsorships, 1303 Fremont Street, Santa Clara, CA 95050 OR PRCustomerServe@santaclaraca.gov.

Sponsorship Applications must be turned in 7/26